

Where Future Hoteliers Thrive: Inside the SHL Experience

Hospitality is mainly about moments – thoughtfully crafted, seamlessly delivered, and forever remembered. Behind these moments are professionals and inspiring leaders who blend expertise with empathy, and many of them begin their journey at [SHL Schweizerische Hotelfachschule Luzern](#).

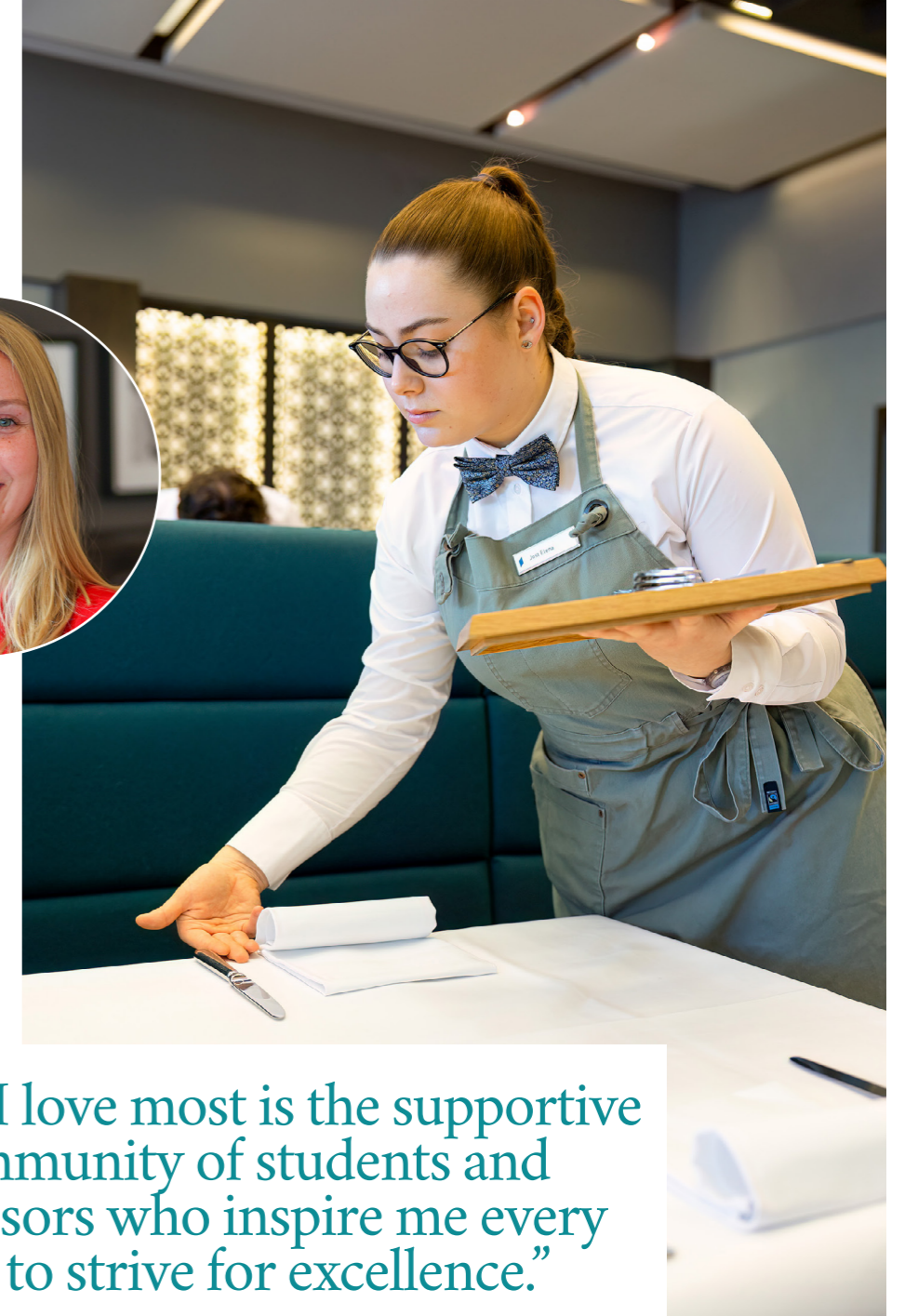


Nestled in the heart of Lucerne, a picturesque city at the centre of Swiss tourism, SHL has been pioneering hospitality education since 1909. Today, it stands as one of Switzerland’s most respected hotel management schools, shaping students from Switzerland and around the world into the experts who bring hospitality to life.

LEARNING BY DOING - FROM DAY ONE

Unlike many institutions where theory precedes action, SHL integrates academics with hands-on experience from the very beginning. This approach means students graduate not only with knowledge but also with the confidence that comes from having applied it in real-world environments. “Our institution is known in Switzerland and the world for developing hands-on and social skills among students,” explains Christa Augsburger, Director of SHL. “They are not only academically trained but are ready to work even before they graduate.”

SHL’s two flagship programmes - the [Bachelor of Science in Hospitality Management](#) and the [Swiss Advanced Federal Diploma ‘Dipl. Hotelier\(e\)-Gastronom\(in\) HF’](#) - are designed to equip students with the skills and knowledge needed for leadership roles. By combining rigorous academic coursework with hands-on training, real-life business projects, interactive workshops, field excursions, and internships, students gain a comprehensive education that mirrors the dynamic hospitality industry and makes learning both engaging and relevant. Additionally, collaborative assignments, progressive reflection training, daily lunches with co-students, or a three-day team-building workshop in the Swiss mountains further ensure that SHL students not only develop technical expertise but also grow as individuals.



“What I love most is the supportive community of students and professors who inspire me every day to strive for excellence.”

STUDENTS SPEAK: WHY SHL?

Is it the strong reputation? The hands-on learning? The tight-knit community on campus? Or the way theory and practice go hand in hand from day one? Whatever the reason, students are drawn to SHL for a variety of personal and professional motivations. So rather than tell you ourselves, we’ll let them speak for themselves.

“Choosing SHL was a natural step for me because of its outstanding reputation and the way it combines academic rigor with practical, real-world training.” – *Aisse*

“I chose SHL because it stands out as one of the premier hospitality business schools in Switzerland. Its reputation for providing a comprehensive and hands-on education immediately caught my attention. SHL offers a wide spectrum of studies, covering everything from business fundamentals to specialised topics in hospitality.

What impressed me most was the school’s focus on combining theoretical knowledge with practical application, which I believe is essential for succeeding in such a dynamic industry.” –

Jaehwan





“What drew me to SHL was its close-knit, almost family-like atmosphere. Walking the halls, hearing classmates swap stories about their internships and personal adventures, made me feel like I was stepping into a community, not just a school.” – *Emily*

“I chose SHL primarily because I had the pleasure of meeting some alumni from SHL, who spoke incredibly warmly about the school. What stood out most to me was seeing them at work - they were genuine in their interactions with customers and carried themselves with a confidence that I found inspiring. Knowing how challenging the service industry can be, I admired how they cared for their customers as people, not just another task to complete during the workday. That authenticity was something I wanted to learn for myself.” – *Nancy*

THE SHL EXPERIENCE: WHAT STUDENTS VALUE MOST

Once they arrive, what makes SHL stand out? Is it the inspiring faculty, the sense of belonging, or the diverse student

community that quickly starts to feel like family? For our four interviewees, it's a mix of all these things...

“Studying at SHL has been a truly transformative journey. I've learned so much about hospitality, but more importantly, I've learned about myself. The high standards and challenging curriculum constantly push me to grow and improve. What I love most is the supportive community of students and professors who inspire me every day to strive for excellence. I truly feel like SHL is preparing me to make a meaningful impact in the industry.” – *Aisse*



“What I appreciate most about SHL is the incredible quality of the education and the lecturers. They bring real-world expertise into the classroom, making every lesson not only informative but also highly relevant to the industry. Their enthusiasm

for teaching and dedication to student success is unmatched. Moreover, the diverse community at



SHL has enriched my experience. Interacting with peers from different cultural and professional backgrounds has broadened my perspective and allowed me to build meaningful connections.” – *Jaehwan*

“So far, what I love most about SHL is how practical and relevant the lessons are. Whether it's learning what “quality” truly means in hotels and restaurants or breaking down the process of managing a business step by step, I can see how these skills apply both professionally and in everyday life.” – *Emily*

“What I like most about SHL - aside from the view! - would be their dynamic approach to learning, wherein theory and practice go hand in hand. Aside from studies, we also get plenty of practice working in real-life scenarios. The second thing that makes a school, after the education, is the people. The faculty is

highly professional and knowledgeable, with unique personalities that shine through in a genuine way. My class is also wonderfully diverse, filled with amazing, funny, and caring individuals from different backgrounds.” – *Nancy*

The students testimonials clearly highlights that SHL doesn't simply train students to manage hotels or restaurants - it prepares them to create the moments that define exceptional hospitality. With confidence, empathy, and insight, graduates are ready to lead in a rapidly evolving industry.

Whether they are managing a five-star resort, launching a startup, or curating unforgettable guest experiences for global brands, SHL alumni carry with them both technical expertise and a mindset of service and innovation.

For those seeking a world-class education that offers both structure and possibility, [SHL Schweizerische Hotelfachschule Luzern](https://www.shl.ch) represents a unique opportunity – a place where students aren't just educated, but empowered to craft moments that last a lifetime.



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DREAM OF MANAGING A 5* HOTEL IN BALI OR A MOUNTAIN RESORT IN ZERMATT?

With the application-oriented Swiss Bachelor's degree programme in Hospitality Management at SHL Lucerne, the world awaits!

→ Discover SHL at the next information event online or on campus. [shl.ch](https://www.shl.ch)